



A BILL FOR AN ORDINANCE

RELATING TO THE ESTABLISHMENT OF A KEEP HAWAII HAWAII PASS PROGRAM.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to establish a program that would allow both visitors and residents to purchase passes for discounts and priority access to popular Oahu attractions, with the City's portion of the pass proceeds to be deposited into a special user impact fund that the City may use to offset its costs of maintaining public parks and beaches, and to supplement the operating budgets of the Emergency Services Department (Ocean Safety and Lifeguard Services Division in particular), the Honolulu Police Department, the Honolulu Fire Department, and the Department of Parks and Recreation.

SECTION 2. Chapter 2, Revised Ordinances of Honolulu 1990 ("The Mayor and Executive Agencies—Additional Powers, Duties and Functions"), is amended by adding a new article to be appropriately designated by the Revisor of Ordinances and to read as follows:

"Article ____ "Keep Hawaii Hawaii" Pass Program

Sec. 2-___.1 "Keep Hawaii Hawaii" pass program.

- (a) For purposes of this article, the term "agency" means the mayor's office of economic development, or such other city department or agency as may be designated by the mayor.
- (b) There is established within the agency a "Keep Hawaii Hawaii" pass program to allow both visitors and residents to purchase discounted and priority access to popular Oahu attractions. The program may be renamed. The discounts may be selected and combined into one pass that could expire after a certain number of days.
- (c) The agency will work with the agencies operating popular city attractions such as the Honolulu Zoo, the municipal golf courses, and Hanauma Bay Nature Preserve, and with the department of transportation services (bus services), to establish a virtual or physical pass, or a series of passes, that could be used to receive discounted and priority entrance for purchasers. The price of a pass or group of passes will be set by the agency by rule. Hawaii resident purchasers would receive passes at a discounted rate determined by the agency. Any existing discounted or kamaaina rates for city facilities or attractions that are reserved for eligible Hawaii resident purchasers for admission to participating



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attractions will remain intact and will not be affected by fares established under the program. The passes will be valid notwithstanding any ordinance establishing or amending admission fees or fares.

- (d) The agency may partner with other public and private persons and entities, including those in the airline, cruise ship, restaurant, visitor, and hospitality industries, to increase the types of attractions available to pass holders, and to promote the program; provided that equal opportunity consideration is given to all privately operated restaurants, attractions, and activities to participate in the program. The agency is encouraged to work with the state to include state-owned attractions in the program. The agency may negotiate the terms of such partnership agreements, including compensation for the city's partners. The program will be conducted in compliance with state laws pertaining to procurement.
- (e) Any participating attraction must meet all applicable health and safety codes, insurance requirements, and permitting requirements to operate as a public attraction.
- (f) Notwithstanding any ordinance to the contrary, the proceeds generated for the city by sale of the pass will be deposited into the special user impact fund from which funds may be used to pay for city costs for maintenance of public parks and beaches, and to supplement the operating budgets of the emergency services department, the Honolulu police department, the Honolulu fire department, and the department of parks and recreation; provided that proceeds generated by the sale of passes under the program will not be diverted away from the respective city agencies or attractions that require funds generated from admission fees to maintain operations.
- (g) The program may be promoted on the city's websites and may be promoted on such other media and social media as the agency deems appropriate.
- (h) The agency may establish and promote various activity or event dates in order to heighten public awareness of the program.
- (i) The program will run for a minimum of three years to allow the agency to evaluate its success and determine the base revenues for participating city agencies and attractions, after which any city revenues generated under the program that exceed those base revenues will be deposited into the special impact fund."



CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII

ORDINANCE _____

BILL 3 (2020), CD1

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SECTION 3. This ordinance takes effect on July 1, 2021.

INTRODUCED BY:

Kymberly Pine

DATE OF INTRODUCTION:

Jan 22, 2020

Honolulu, Hawaii

Councilmembers

APPROVED AS TO FORM AND LEGALITY:

Deputy Corporation Counsel

APPROVED this _____ day of _____, 20 _____.

KIRK CALDWELL, Mayor
City and County of Honolulu